THE ASPEN INSTITUTE

WALTER ISAACSON

President & CEO

Suite 700

One Dupont Circle, NW

Washington, DC 20036

PH 202.736.5840

FX 202.466.4568

isaacson@aspeninstitute.org

www.aspeninstitute.org

February 7, 2012

The Honorable Ehud Barak
Deputy Prime Minister, Minister of Defense
Herzlyia
Tel Aviv 61909
Israel

Dear Mr. Minister:

I write today to cordially invite you to join us as a keynote speaker at this summer's 2012 Aspen Ideas Festival, one of America's most substantial gatherings of policy, media, business, and philanthropic thought leaders. Presented in ongoing partnership with *The Atlantic* magazine, the Festival has established its place as among the best in America to hear and engage in smart, civil dialogue about the most pressing issues we face.

For seven years, the Aspen Institute and *The Atlantic* magazine have hosted this 2,000-person summer Festival which convenes close to 300 distinguished presenters – both domestic and international - whose expertise spans policy, finance and business, science, the arts, technology, history, and foreign affairs, as well as significant journalists of national and international repute. The Festival is now a focus of media attention at home and abroad due to this array of sophisticated thinkers.

I am certain you will have heard of, if not already met in person, many of the speakers who have come to be interviewed at the Aspen Ideas Festival. They include US Secretaries Clinton, Duncan, Vilsack, and Chu, US Domestic Policy Advisor Melanie Barnes, EPA Administrator Lisa Jackson, former President Clinton (most years), Colin Powell, Madeleine Albright, Condi Rice, numerous members of the US Supreme Court, and then a broader range of young to seasoned experts across the worlds of science, nutrition, medicine, digital technology, education, and so forth.

By this letter, I would like to invite you to be with us for as much of the 2012 Festival as your schedule will allow. In your position as Minister of Defense, we would find the opportunity to engage with you on the challenges facing both the region and Israel to be of significant value. We are happy to work with your staff to craft a talk on a specific topic of your choosing, or have you interviewed by a journalist of stature.

Should the Ideas Festival be a possibility in principle, I would be happy to work with your staff to determine next steps. My colleague Kitty Boone, VP of Public Programs, and Director of the Festival, will reach out to you to follow up, or please feel free to have your staff be in touch with her with any questions you may have (kitty@aspeninstitute.org; +1-970-544-7926).

Please accept my best wishes and my sincere thanks for your consideration of this invitation.

All best,

Walter Isaacson

CC: Elliot Gerson

I hope you can come!